



Stepping from the Book of Fashion Here Are the Fall Season's Most Distinguished Examples

Inspired by our keen desire to at once create even more enthusiasm than developed on the first day of our Fall Opening Display and Sale a year ago, we have this year elaborated upon it, first by broadening the number of authentic models in Apparel and second by showing greater distinction and novelty features in the examples around which closely clings that unmistakable air which marks an epoch in this important series of Annual Events.

The effort has, we believe, been wholly successful and we submit the results to you confidently. Modes which, on mature deliberation, were not considered worthy because lacking the strength of new and featured touches, were discarded and many so-called "popular" ideals were rejected in favor of models whose greater distinctiveness was readily apparent. Therefore, we say in the large print above, "Stepping From the Book of Fashion Here Are the Fall Season's Most Distinguished Examples." WELCOME TO THE SHOWING!

COATS WHOSE GRACEFUL LINES Reveal Rare DISTINCTION

Veritable garments of grace and beauty—most pleasing to the eye—the height of fashion, charmingly made from the richest of scabelle plush, heavy coating velvets, imported fancy velvets, handsome coatings and high class novelty fabrics—black predominating, with a strong showing of the most favored and stylish autumn colors. Each and every garment lined with beautiful fancy or heavy plain silks and satins. Trimmed in the most popular fur bands. Fancy buttons. Models to suit every taste or desire. Prices within reach of all.

SUITS WHOSE STYLE FEATURES ARE UNUSUALLY SMART

Too much emphasis could not be laid on the beauty and style of our tailored suits. When you consider that we are showing exclusively such nation-wide makes as "Redfern," "Boulevard," "Belle," "Merit" and many others of equal value, then you realize to what an extent our exhibit is. The models are the exception, not the rule. Individuality and exclusiveness the keynote. Fashioned from the most pleasing, most stylish and most serviceable materials in every wanted color or fancy—while the styles are ultra the prices are pleasing.

BLOUSE WAIST MODELS

OF CHARMING BEAUTY

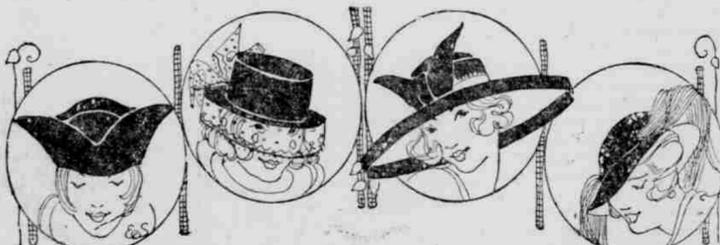
The inspiration for the novelties spring from foreign fashion centers, modified or elaborated to meet the demands of the well dressed.

The cleverness of the ideas will be remarked even by the most particular woman whose aim is to attain distinction in every new thing she wears.

The blouses you will see here reveal some decidedly new and stunning effects as you will readily admit.

Most pleasing indeed are the lovely creations in French crepe de chine, chiffon cloth and georgette crepes in the dainty shades and street colorings.

The fancy plaids and striped silks all have their showing in our waist department. Many of our ultra models are exclusive, consigned to us by the leading waist shops of the east.



Some Styles That Will Reign Supreme in Fall Millinery

While elaboration of shapes is carried to the extreme in the new Fall Millinery, this feature of itself has necessitated the use of simple trimmings that the smartness and cleverness of the lines may not be lost. A multitude of new ideas have been evolved and when the season gets fully under way many more are promised. We shall show them all, without, however, including the tiresome, commonplace and "over popular" features. Despite the great variety of charming modes and effective shapes—their distinction and "class"—we have arranged as an opening inducement an admirable and special line at the humble price of \$10.00 each. No two are alike and hence the opportunity presented is most unusual. **READY TOMORROW MORNING — READY FOR THE WOMAN ALERT TO RARE VALUES!**

"Mme. Checkanow Hats"

The hats of ultra style and fashion—each and every one an artistic individual and exclusive creation—direct copies of imported French models—shown exclusively here—Prices very reasonable.

SILKS OF SUPERIOR SERVICE

BRILLIANT IN PATTERN AND
COLORINGS

New and strikingly handsome weaves whose popularity will reign supreme in the world of fashionable dress this fall speak proudly for themselves at this first showing. Variety is the keynote of interest in these silks of distinction because it insures satisfaction with the individual choice that's made.

The brilliancy of the exhibit admits of no argument. We submit below a few:

"BELDING'S TAFFETAS"

The one silk of positive guarantee — pre-eminently the silk of service. Shown in rich black and every street and evening shade.

BELDING'S CHIFFON DE CHINE

An absolutely all silk high lustre fabric. A silk that adapts itself to the prevailing fashion — soft, rich and lustrous — every wanted shade and black.

FANCY PLAIDS AND STRIPES

Their name is legion. The patterns and colorings are wonderful; style and richness in every yard—a combination of colors to suit any fancy.

Every Day a Style Show at The Boston Store

Accredited agency for the exclusive selling of

'R & G' and 'Warner's'

The corsets of absolute and positive guarantee. Fall models now ready.

N. Diamond & Bro. Phoenix, Arizona 201 to 219 East Washington St.
BOSTON STORE
THE POPULAR SHOPPING CENTER

Accredited agency for the exclusive selling of

"Red Cross Shoes"

The classiest and most popular women's shoe. Fall models now ready.